



# County of Los Angeles CHIEF EXECUTIVE OFFICE

Kenneth Hahn Hall of Administration  
500 West Temple Street, Room 713, Los Angeles, California 90012  
(213) 974-1101  
<http://ceo.lacounty.gov>

WILLIAM T FUJIOKA  
Chief Executive Officer

July 26, 2011

To: Department Heads

From: William T Fujioka  
Chief Executive Officer

Board of Supervisors  
GLORIA MOLINA  
First District

MARK RIDLEY-THOMAS  
Second District

ZEV YAROSLAVSKY  
Third District

DON KNABE  
Fourth District

MICHAEL D. ANTONOVICH  
Fifth District

## COMMUNICATIONS AND MEDIA RELATIONS TRAINING SESSIONS

As part of the recently updated Los Angeles County Strategic Plan, the Chief Executive Office will soon begin a professional development series for public information officers, communications staff, and media relations staff within all County departments. The goal of this training series is to provide the County's communicators with a number of critical tools and resources when it comes to interacting with the media, telling the County story, and handling crisis communications.

Besides County PIO's and communications staff, you are welcome to have anyone from your department attend who would benefit from these training sessions.

### **Basics of Media Relations**

Wednesday, August 10, 2011 from 2:00 – 3:00 p.m.

Kenneth Hahn Hall of Administration, Room 140

*\*Session to be led by Steve Hawkins, industry expert in media relations\**

### **Basics of Crisis Communications**

Wednesday, September 14, 2011 from 2:00 – 3:00 p.m.

Kenneth Hahn Hall of Administration, Board of Supervisors Hearing Room

*\*Session to be led by Steve Hawkins, industry expert in media relations\**

### **Legal Questions – Basic Do's and Don'ts**

Wednesday, October 12, 2011 from 2:00 – 3:00 p.m.

Kenneth Hahn Hall of Administration, Board of Supervisors Hearing Room

*\*Session to be led by County Counsel\**

Additional monthly, one-hour sessions are planned beyond these initial three sessions, with specific topics and speakers to be determined and scheduled in the near future.

*"To Enrich Lives Through Effective And Caring Service"*

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For questions, please contact David Sommers, Acting Director of Public Affairs at [dsommers@ceo.lacounty.gov](mailto:dsommers@ceo.lacounty.gov), or at (213) 974-1363. To RSVP for the training sessions, please contact Marina Rosas at [mrosas@ceo.lacounty.gov](mailto:mrosas@ceo.lacounty.gov) or at (213) 974-1314.

WTF:RA

DS:mr

c: Each Supervisor